



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Dallas, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	22.9%	Population	43,542	41,899
Modest Income Homes	19.1%	Households	17,355	16,915
Metro City Edge	9.2%	Families	12,008	11,583
City Commons	6.3%	Median Age	36.7	37.9
Midland Crowd	5.9%	Median Household Income	\$26,377	\$28,880

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	44	\$1,186.25	\$20,587,415
Men's	44	\$216.44	\$3,756,297
Women's	42	\$394.71	\$6,850,207
Children's	52	\$214.50	\$3,722,597
Footwear	37	\$181.19	\$3,144,569
Watches & Jewelry	49	\$109.63	\$1,902,636
Apparel Products and Services ¹	55	\$69.78	\$1,211,109
Computer			
Computers and Hardware for Home Use	49	\$103.36	\$1,793,858
Software and Accessories for Home Use	47	\$13.42	\$232,825
Entertainment & Recreation	54	\$2,013.82	\$34,949,917
Fees and Admissions	46	\$283.44	\$4,919,060
Membership Fees for Clubs ²	48	\$80.37	\$1,394,810
Fees for Participant Sports, excl. Trips	45	\$51.93	\$901,213
Admission to Movie/Theatre/Opera/Ballet	45	\$67.67	\$1,174,408
Admission to Sporting Events, excl. Trips	46	\$28.17	\$488,919
Fees for Recreational Lessons	43	\$55.02	\$954,870
Dating Services	47	\$0.28	\$4,840
TV/Video/Sound Equipment	54	\$779.75	\$13,532,646
Community Antenna or Cable TV	59	\$431.90	\$7,495,633
Televisions	49	\$144.90	\$2,514,812
VCRs, Video Cameras, and DVD Players	55	\$18.23	\$316,450
Video Cassettes and DVDs	53	\$34.56	\$599,801
Video Game Hardware and Software	53	\$18.86	\$327,297
Satellite Dishes	56	\$0.62	\$10,779
Rental of Video Cassettes and DVDs	53	\$26.97	\$468,133
Streaming/Downloaded Video	43	\$0.35	\$6,045
Sound Equipment ³	47	\$100.09	\$1,737,037
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.26	\$56,659
Pets	60	\$266.87	\$4,631,496
Toys and Games	55	\$82.72	\$1,435,575
Recreational Vehicles and Fees ⁴	64	\$280.27	\$4,864,059
Sports/Recreation/Exercise Equipment ⁵	48	\$104.17	\$1,807,929
Photo Equipment and Supplies ⁶	52	\$66.80	\$1,159,322
Reading ⁷	52	\$149.80	\$2,599,830
Food	55	\$4,548.66	\$78,941,988
Food at Home	56	\$2,714.37	\$47,107,929
Bakery and Cereal Products	56	\$378.33	\$6,565,850
Meat, Poultry, Fish, and Eggs	56	\$689.73	\$11,970,300
Dairy Products	55	\$307.85	\$5,342,767
Fruit and Vegetables	53	\$437.32	\$7,589,727
Snacks and Other Food at Home ⁸	56	\$901.14	\$15,639,285
Food Away from Home	54	\$1,834.29	\$31,834,059
Alcoholic Beverages	49	\$293.89	\$5,100,434
Nonalcoholic Beverages at Home	58	\$254.01	\$4,408,320



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	43	\$433.65	\$7,526,037
Vehicle Loans	58	\$3,384.47	\$58,737,453
Health			
Nonprescription Drugs	62	\$70.51	\$1,223,674
Prescription Drugs	65	\$368.65	\$6,397,900
Eyeglasses and Contact Lenses	56	\$43.40	\$753,167
Home			
Mortgage Payment and Basics ⁹	47	\$4,307.80	\$74,761,863
Maintenance and Remodeling Services	45	\$933.74	\$16,205,081
Maintenance and Remodeling Materials ¹⁰	56	\$232.63	\$4,037,270
Utilities, Fuel, and Public Services	59	\$2,697.67	\$46,818,011
Household Furnishings and Equipment			
Household Textiles ¹¹	51	\$71.97	\$1,249,100
Furniture	48	\$316.40	\$5,491,161
Floor Coverings	48	\$46.51	\$807,230
Major Appliances ¹²	54	\$162.22	\$2,815,283
Housewares ¹³	48	\$45.99	\$798,148
Small Appliances	54	\$19.02	\$330,013
Luggage	47	\$4.69	\$81,477
Telephones and Accessories	46	\$20.04	\$347,710
Household Operations			
Child Care	48	\$197.36	\$3,425,253
Lawn and Garden ¹⁴	56	\$237.59	\$4,123,357
Moving/Storage/Freight Express	48	\$25.24	\$438,122
Housekeeping Supplies ¹⁵	57	\$436.06	\$7,567,906
Insurance			
Owners and Renters Insurance	58	\$287.32	\$4,986,513
Vehicle Insurance	56	\$778.87	\$13,517,287
Life/Other Insurance	58	\$332.55	\$5,771,460
Health Insurance	59	\$1,203.20	\$20,881,463
Personal Care Products ¹⁶	54	\$236.06	\$4,096,877
School Books and Supplies ¹⁷	50	\$59.10	\$1,025,638
Smoking Products	67	\$304.18	\$5,279,122
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	55	\$2,853.94	\$49,530,170
Gasoline and Motor Oil	59	\$1,496.86	\$25,977,925
Vehicle Maintenance and Repairs	53	\$529.82	\$9,194,974
Travel			
Airline Fares	43	\$179.05	\$3,107,391
Lodging on Trips	48	\$205.69	\$3,569,731
Auto/Truck/Van Rental on Trips	41	\$16.13	\$279,864
Food and Drink on Trips	49	\$229.58	\$3,984,312

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.